

International Marketing

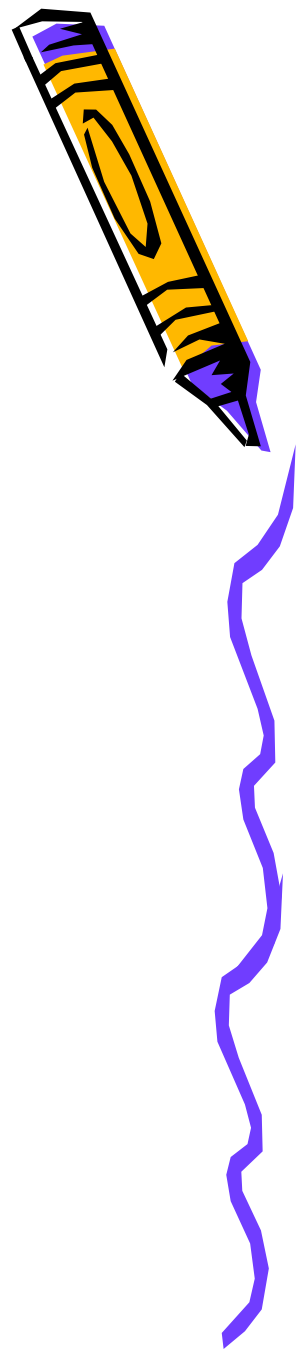


Chapter 4

Social and Cultural Environment



- **What is culture?**
- **How it affect the global marketing?**

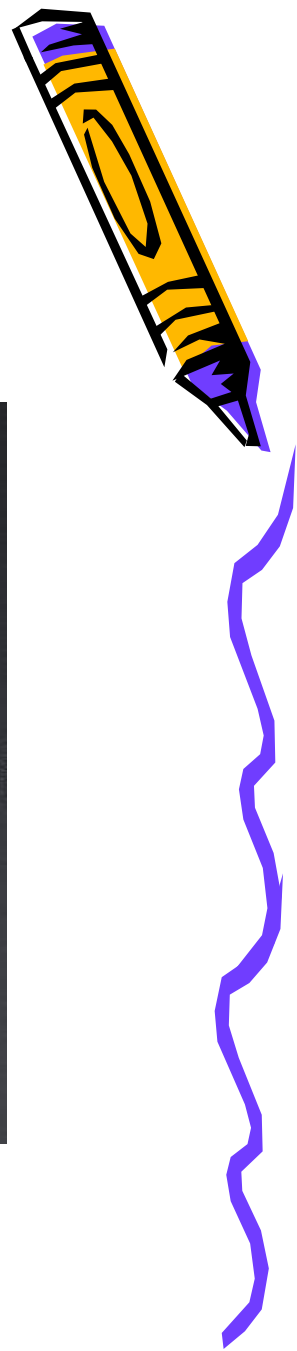


CASE 1

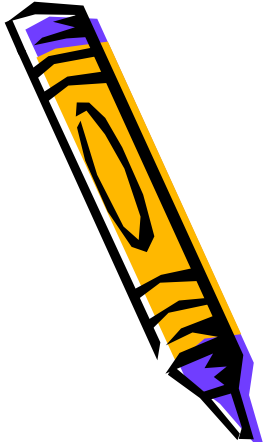


CASE 2

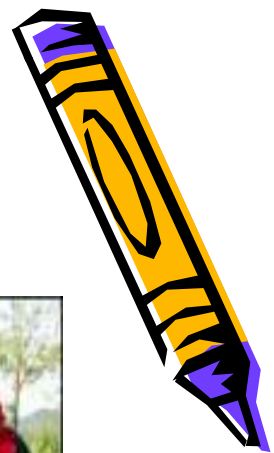
Cartier



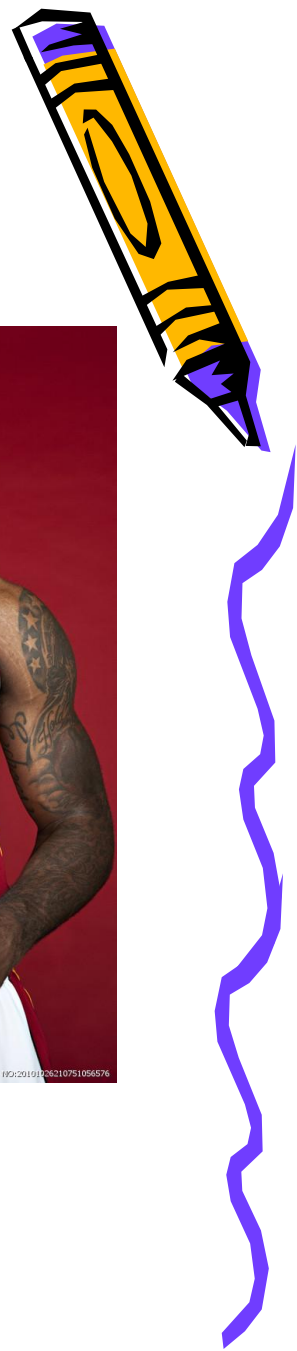
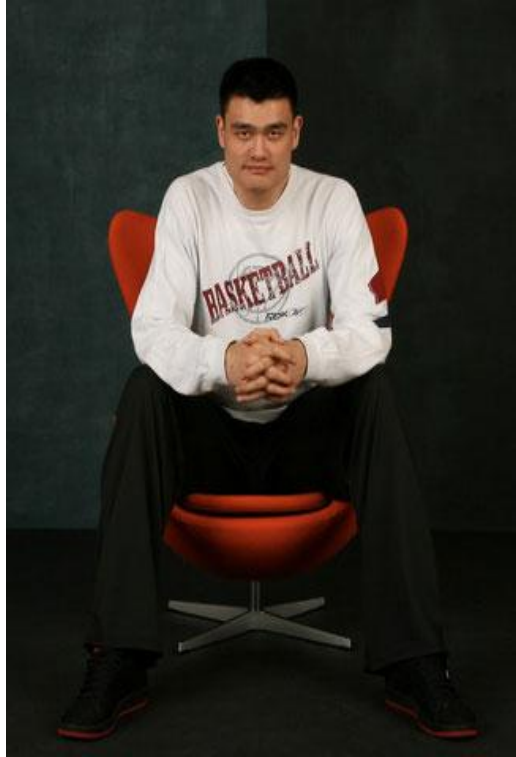
CASE 3



CASE 4



CASE 5

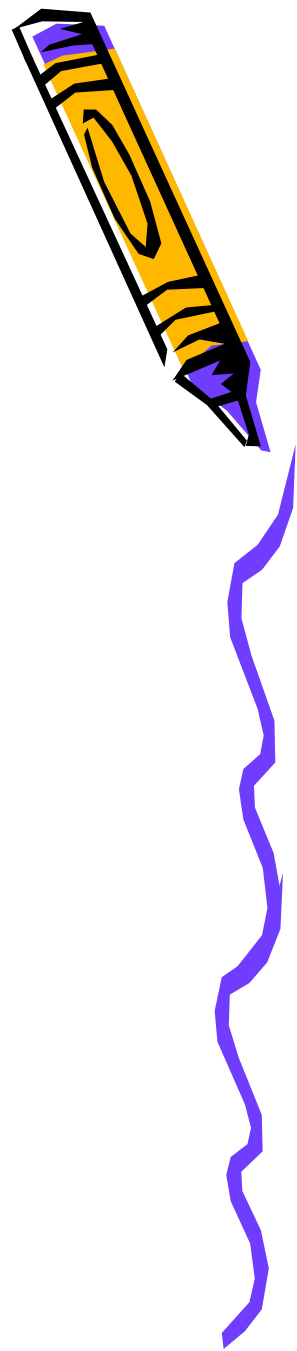


A. Culture

Culture is defined as the system of shared **beliefs**, **values**, **customs**, **behaviors** and **artifacts** that the members of society use to cope with their world and with one another, and that are transmitted from generation to generation through learning.

What people think. what they do. the material products they produce . mental processes, beliefs, knowledge, and values.





B. Global cultural environment

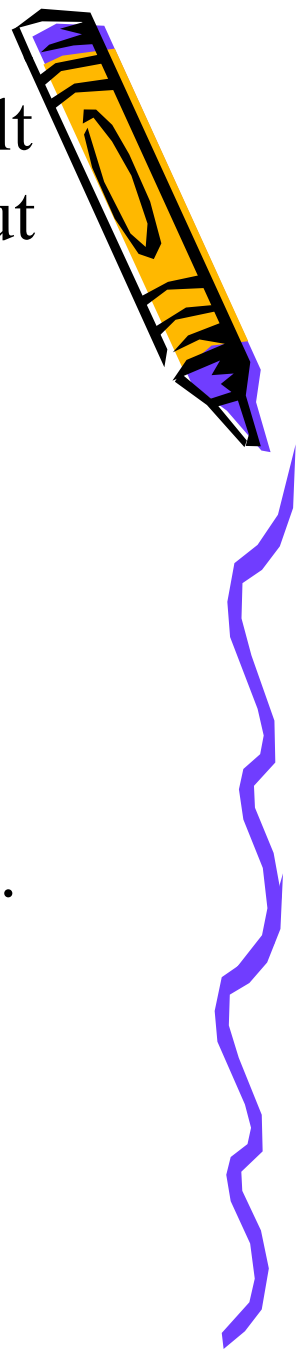


- Culture has a great impact on global marketing. A marketer must have to study about the local culture in-depth before offering a product to them.

Understanding cultural differences is important to achieve success in any market, let alone on the world business stage.

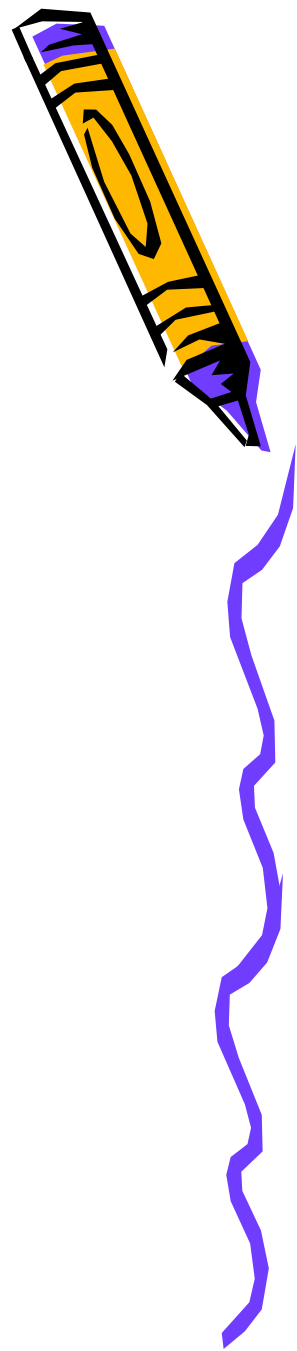


- Lack of cultural considerations not only can result in a mediocre response to product promotions, but can even impact the company's international image.
- With **careful research** of cultural differences you can craft the right words to maximize your message impact in the international market. you simply have to put yourself in your buyer's shoes.



Factors of Culture

- Material culture
 - Language
 - Education
 - Custom
- Values and Attitudes
 - Religion
 - Aesthetics





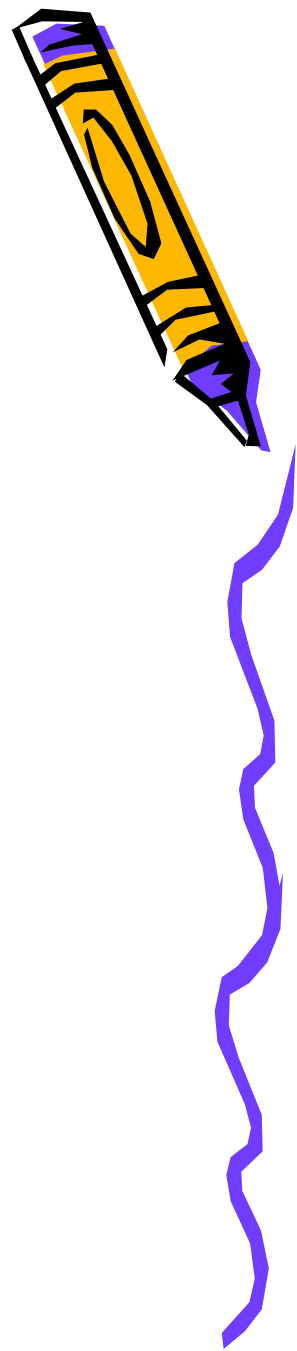
1. Material culture

It refers to tools, artifacts and technology. Before marketing in a foreign culture it is important to assess the material culture like transportation, power, communications and so on.

All aspects of marketing are affected by material culture like sources of power for products, media availability and distribution.



CASE 1



CASE 2

chill-cool ?

more cool?

young more say ?

young more cool ?

me more cool ?

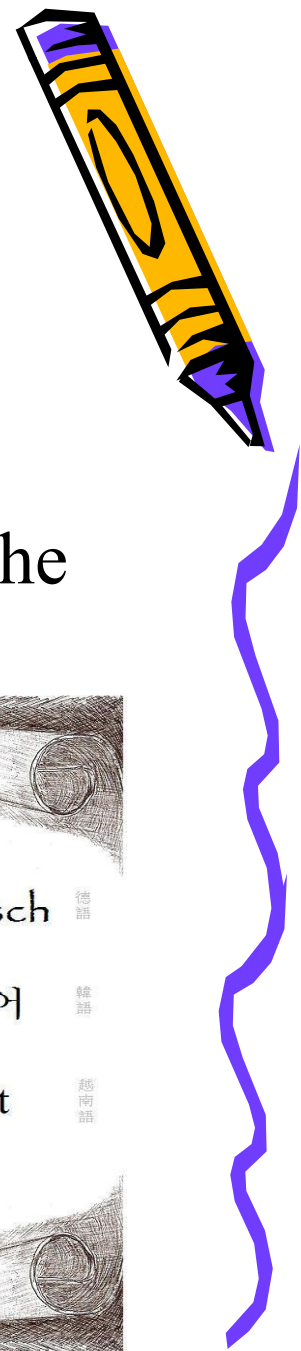
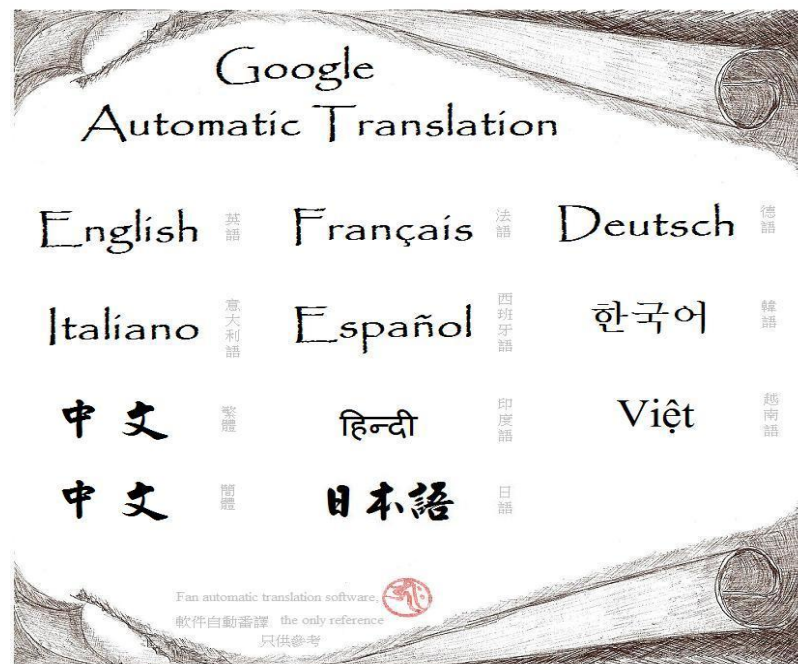


有一种寒冷叫忘穿 秋裤!

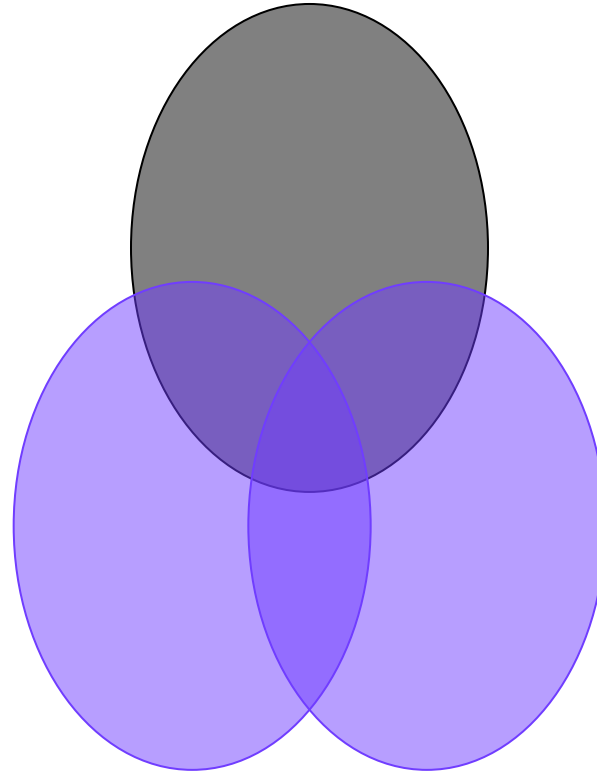


2. Language

Language reflects the nature and values of society. A **foreign language** is a language indigenous to another country. It is also a language not spoken in the native country of the person referred to.

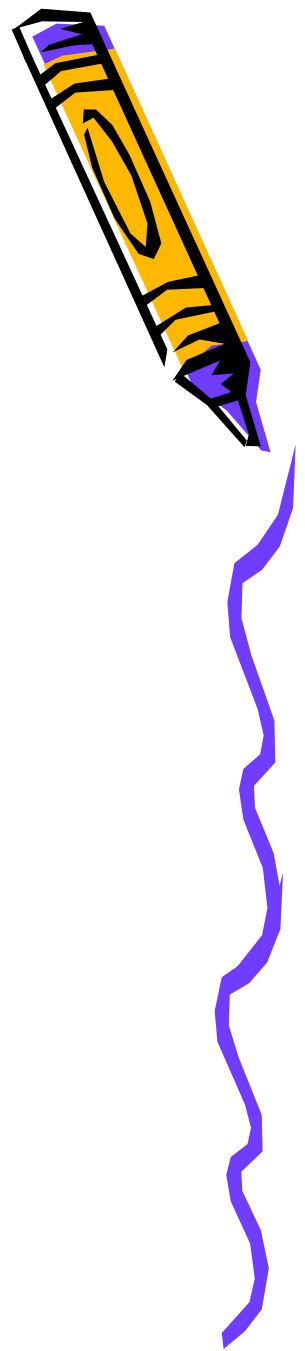


**Body
Language**



**Oral
language**

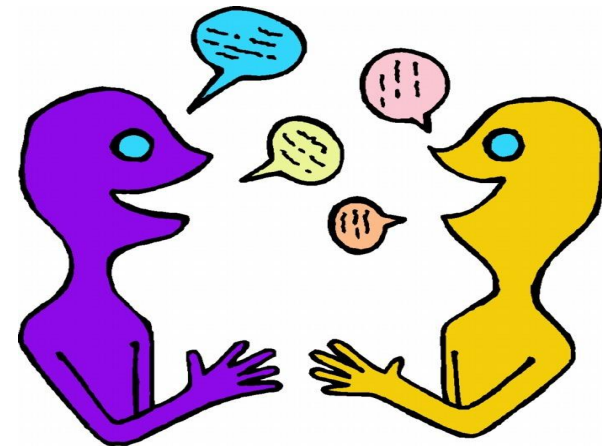
**Translatio
n**



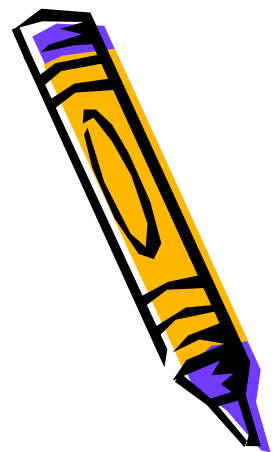
A.Oral language

Learning a foreign language well does not simply mean mastering its pronunciation, grammar and vocabulary. In fact, the learning of a language is inseparable from the learning of its culture.

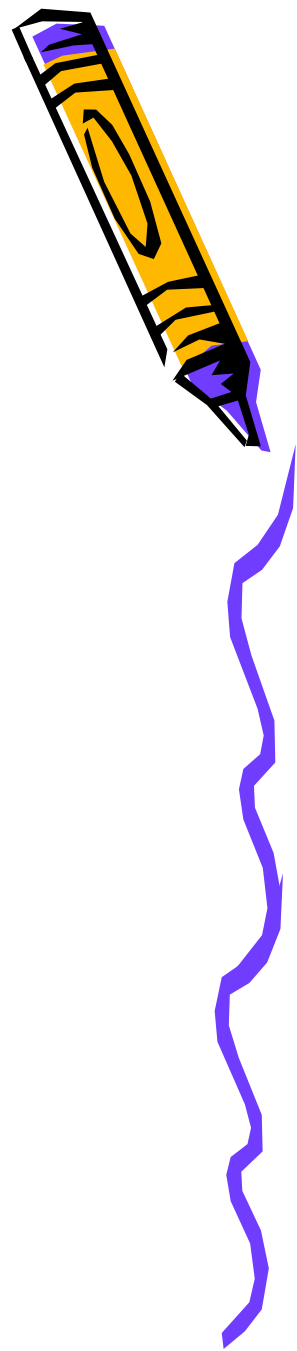
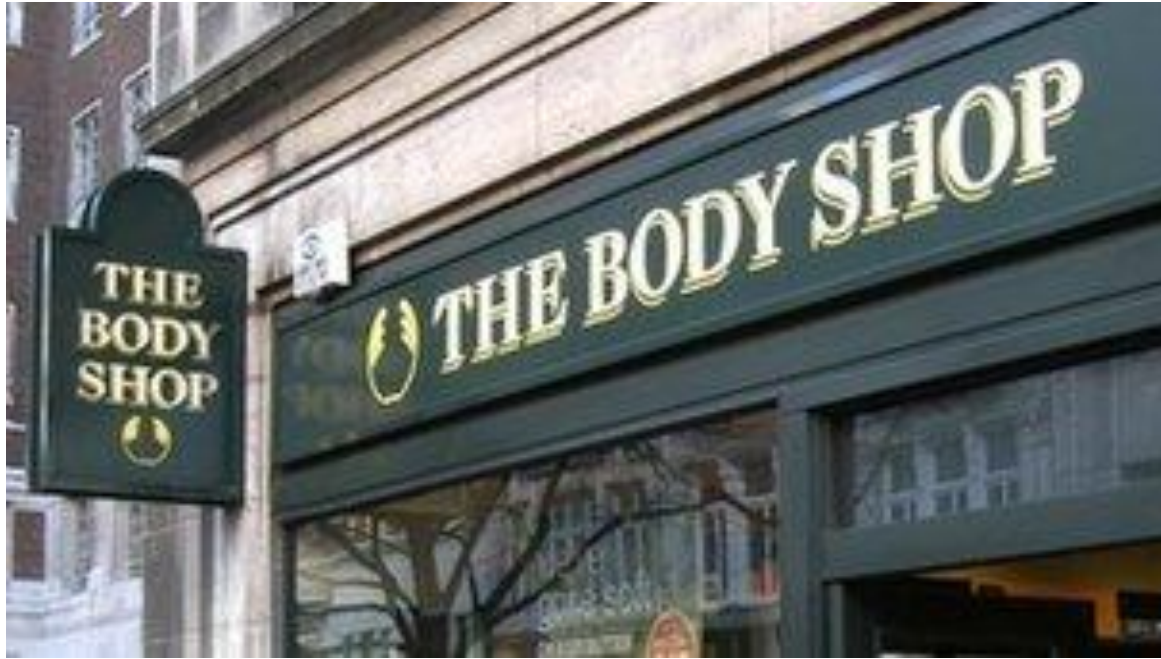
Try to use the **local language** of the host country.not just English!



CASE 1



CASE 2





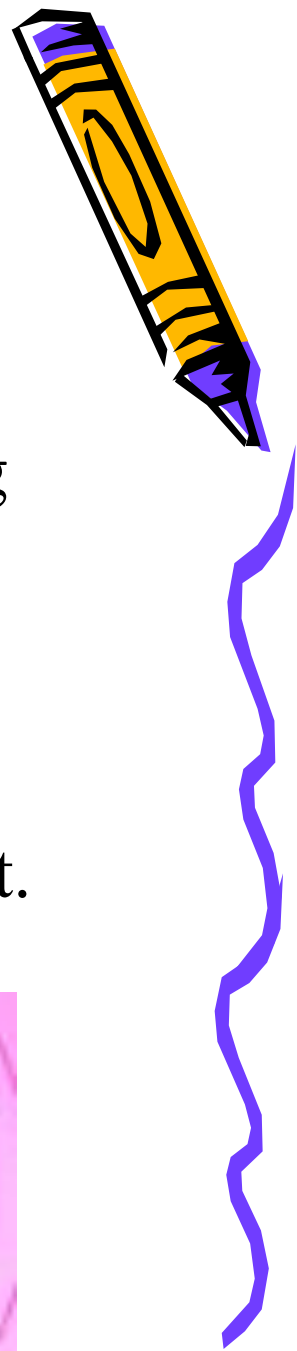
- AN 18-YEAR-OLD APPLYING FOR A SATURDAY JOB IN A CAMBRIDGE SHOP WAS SURPRISED TO BE TOLD SHE NEEDED TO SPEAK CHINESE TO SECURE THE POSITION.
- "LANGUAGE SKILLS ARE AN ADVANTAGE FOR CANDIDATES APPLYING FOR RETAIL SALES POSITIONS AS WE HAVE MULTI-CULTURAL CUSTOMER APPEAL AND IT'S GREAT WHEN REQUIRED TO SPEAK TO CUSTOMERS IN THEIR OWN LANGUAGE.



B. Body Language

It refers to various forms of non-verbal communication, wherein a person may reveal clues as to some unspoken intention or feeling through their physical behaviour.

Knowing how another culture's basic body language differs from yours is very important.



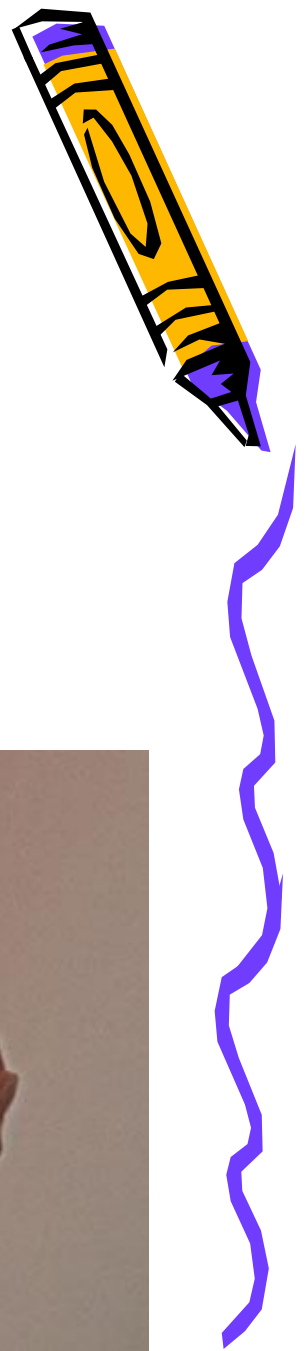
CASE 1

UK/US: “Ok”

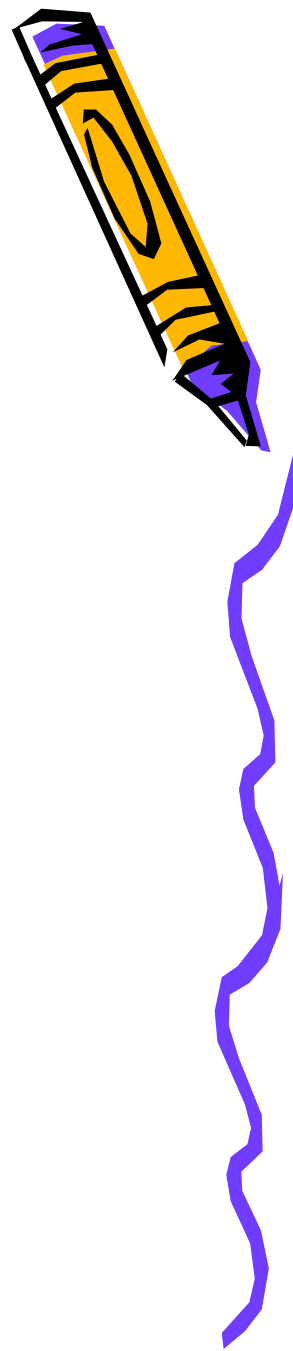
France: zero

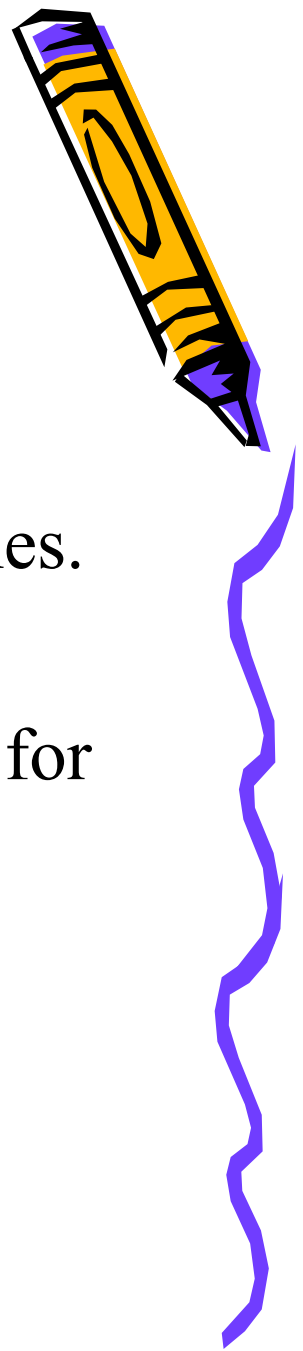
Japan: money

Greece: Suggests homosexual/gay



CASE 2





C. Translation

Businesses to succeed overseas, they have to appeal to their international consumer base. However, if not done correctly, marketing to foreign customers can have disastrous outcomes.

Writing copy or coming up with brand names for international markets is a tricky business.



CASE 1

蝌蚪啃蜡?
狗狗?
乃基?

PIZZA HUT (必胜客)

Benz (奔驰)

LANCÔME (兰蔻)

SAFE GUARD (舒肤佳)

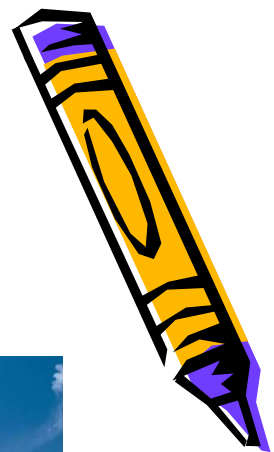
PAMPERS (帮宝适)

DOVE (德芙)





Hawai
i





CHINA LIFE

中国人寿



中国平安

PING AN OF CHINA



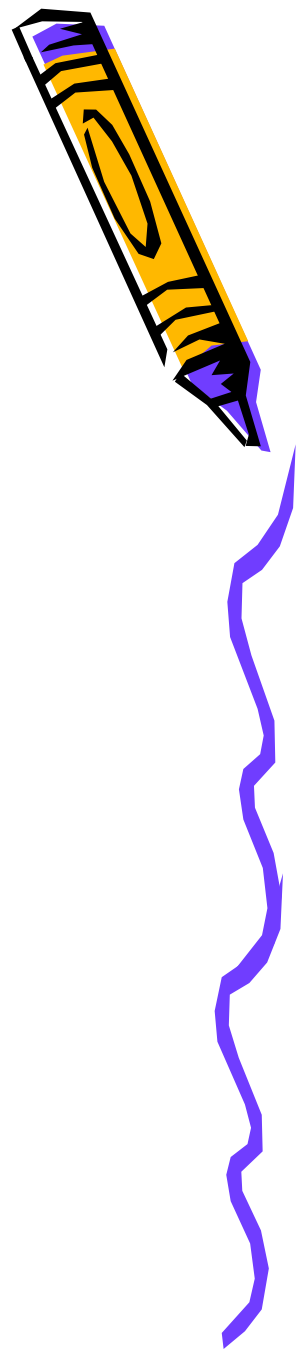


Gnom
e

红动中国WWW.REDOCN.COM



CASE 2: NOVA



CASE 3

“chicken without sexual life”

“rolling donkey”

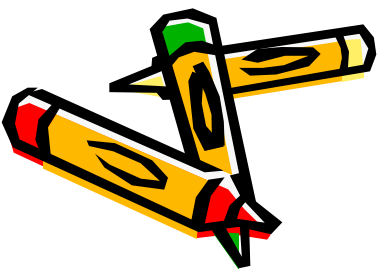
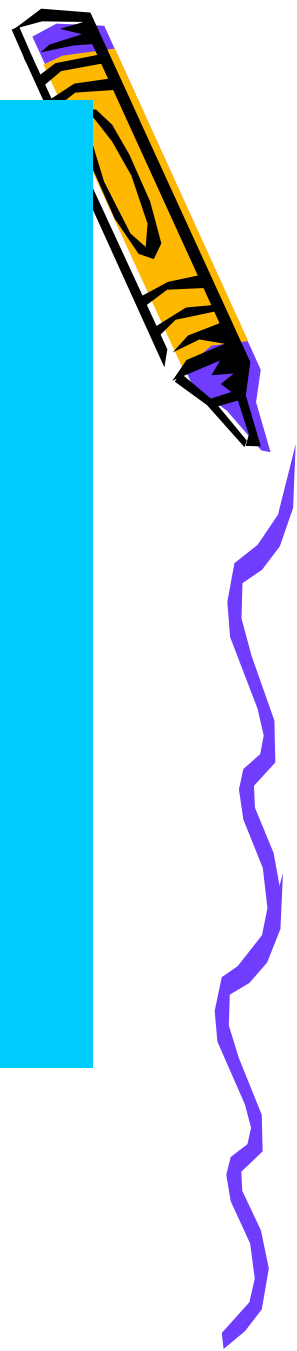
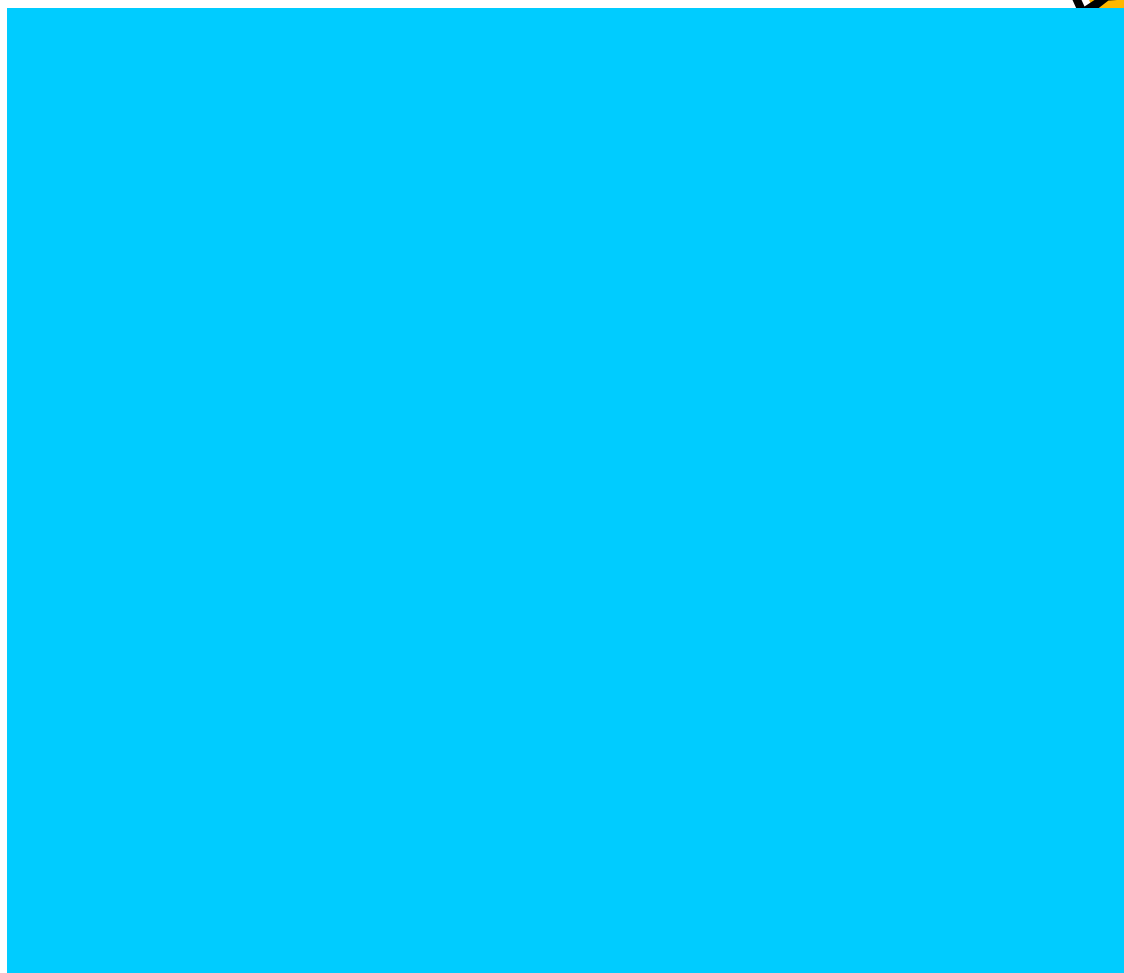
“beancurd made by a pockmarked woman”



- 蜜汁叉烧
- 糖拌西红柿
- 麻婆豆腐

- 泡椒凤爪
- 凉拌黄瓜
- 糖醋排骨
- 四川辣子鸡

- 土豆饼



3. Education

Education refers to the transmission of skills, ideas and attitudes as well as training in particular disciplines.

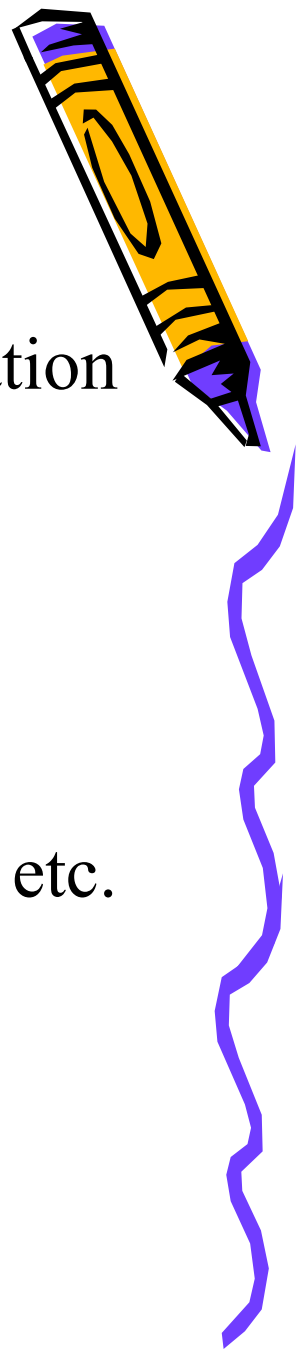


	World	Middle income country	Lower income country	China
	79.1	90.2	63.9	88.4



Education levels, or lack of it, affect marketers:

- Advertising programmes and labelling
- Girls and women excluded from formal education (literacy rates)
- Conducting market research
- Complex products with instructions
- Relations with distributors
- support sources - finance, advancing agencies etc.



In countries with low literacy levels, advertisers would avoid communications which depended upon written copy, and would favour radio advertising with an audio message or visual media such as billboards. The labelling of products may also be an issue.

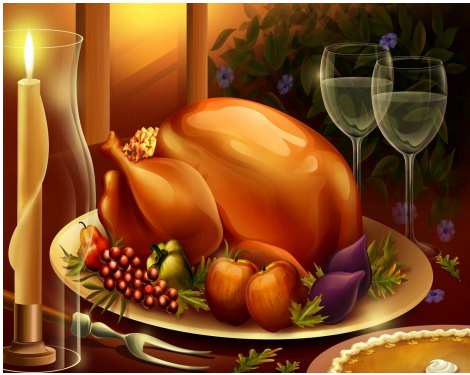


4. Custom

- (1)、Festival custom
- (2)、Consumption custom
- (3)、Commercial custom



CASE

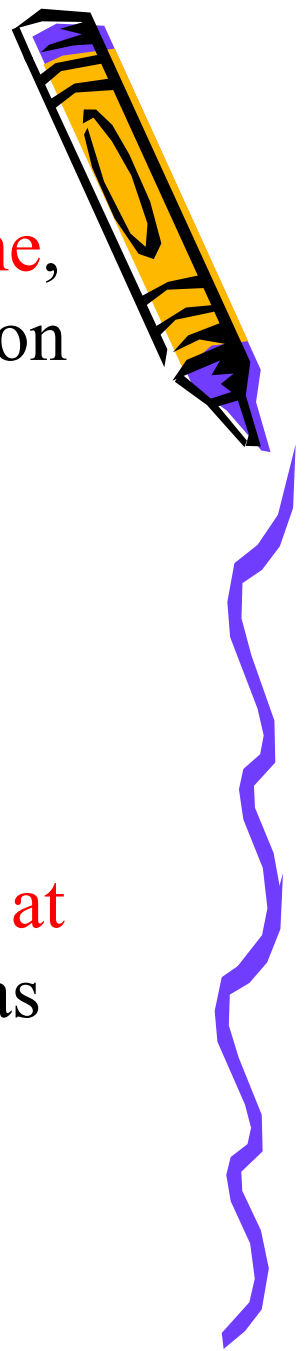


Easter.Halloween .Thanksgiving.Christmas



Christmas

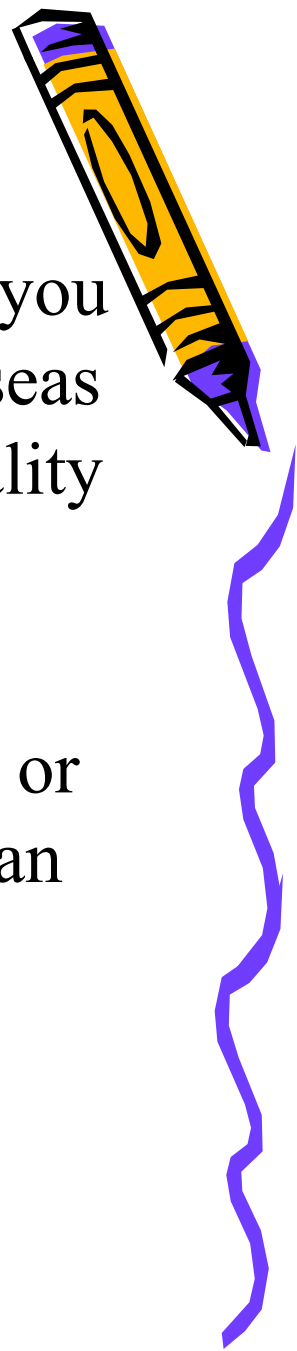
- In UK, Christmas Day is normally **spent at home**, with the family, and it is regarded as a celebration of the family and its continuity. After dinner, everyone relaxes by going for a walk, playing games, enjoying their presents or watching television.
- Many families like to attend a midnight service **at church** on Christmas Eve, or celebrate Christmas in church on Christmas morning.

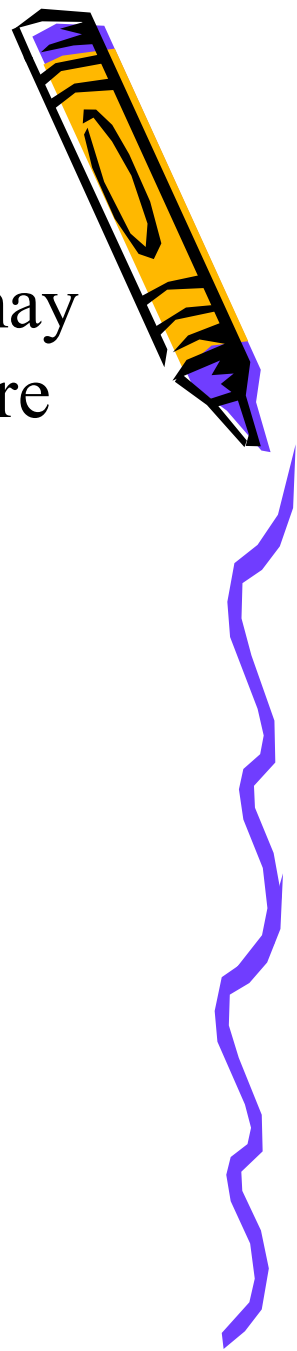


5. Values and Attitudes

Values and attitudes vary between nations . if you are planning to take a product or service overseas make sure that you have a good grasp the locality before you enter the market.

This could mean altering promotional material or subtle branding messages. There may also be an issue when managing local employees.





In France workers tend to take vacations for the **whole of August**, whilst in the US employees may only take **a couple of week's vacation** in an entire year.

Family structures in China differ greatly from those in many other countries. Family considerations command respect in all matters, including investments and individual actions.

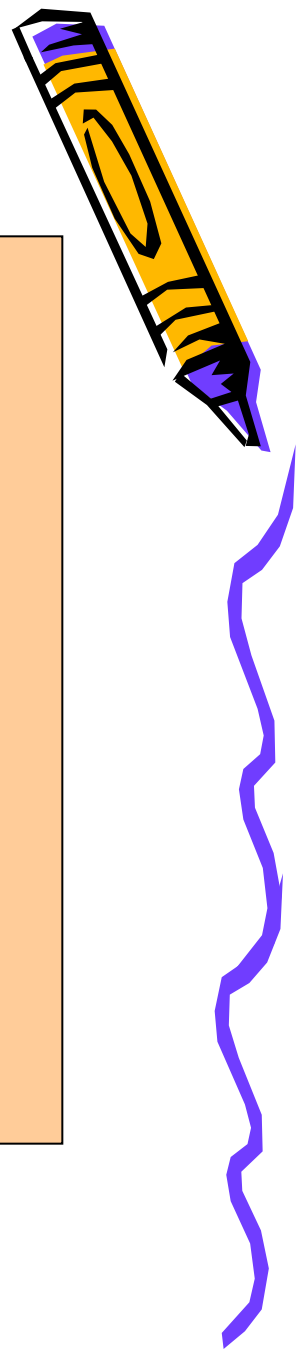


CASE



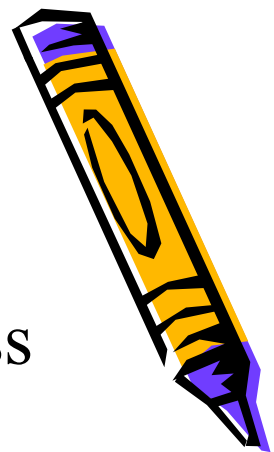
6. Religion

A religion usually encompasses a set of stories, symbols, beliefs and practices, often with a supernatural quality, that give meaning to the practitioner's experiences of life through reference to an ultimate power or reality

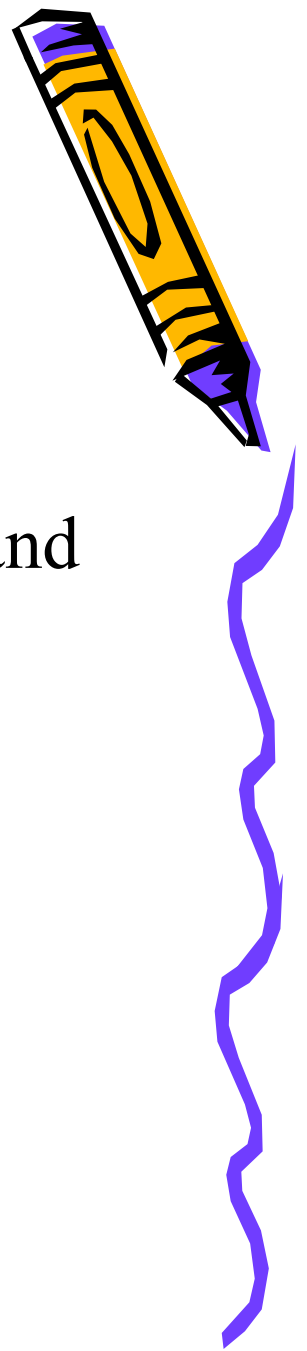


Religion can affect marketing :

- Religious holidays - Ramadan cannot get access to consumers as shops are closed.
- Consumption patterns - fish for Catholics on Friday
- Economic role of women – Islam
- Caste systems - difficulty in getting to different costs for segmentation/niche marketing



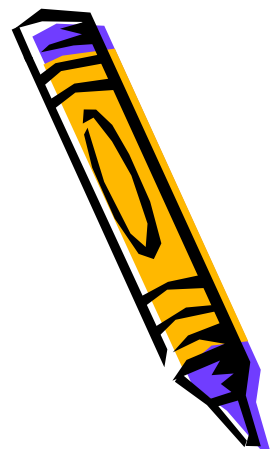
- Joint and extended families – Hinduism and organizational structures;
- Institution of the church - Iran and its effect on advertising, "Western" images
- Market segments - Maylasia - Malay, Chinese and Indian cultures making market segmentation
- Ensitivity is needed to be alert to religious differences.



CASE 1



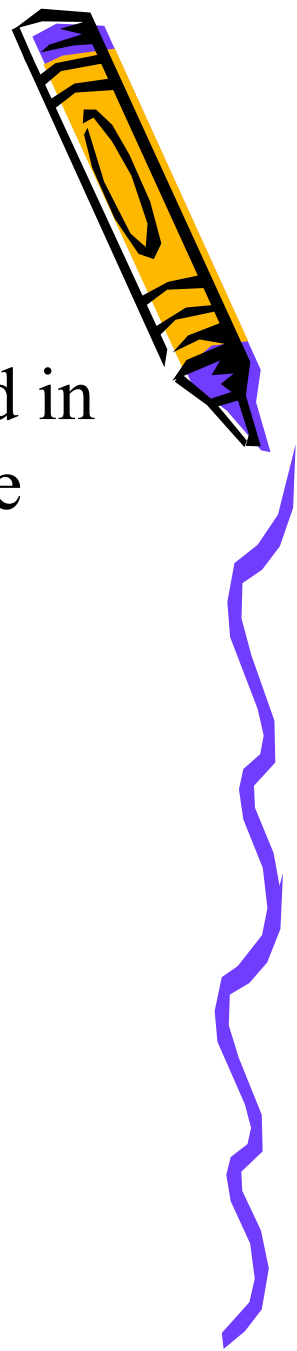
CASE 2



7. Aesthetics

Aesthetics refer to the ideas in a culture concerning beauty and good taste as expressed in the arts -music, art, drama and dancing and the particular appreciation of colour and form.

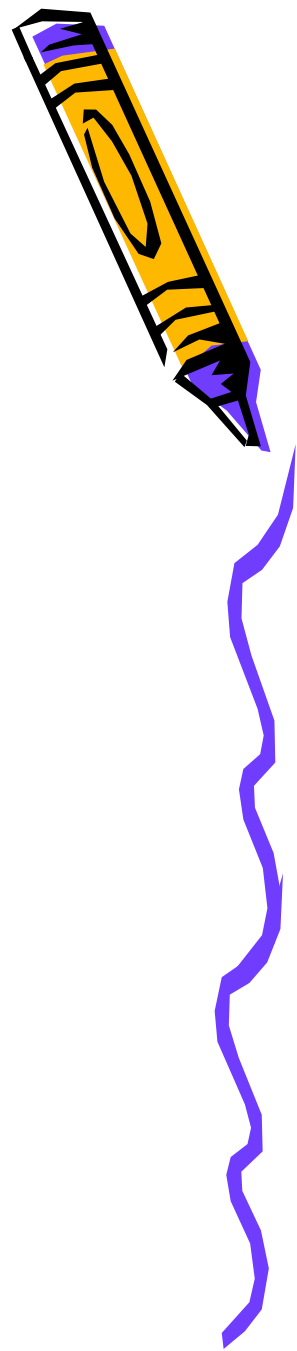
Aesthetic differences affect **design, colours, packaging, brand names and media messages.**



CASE 1



瓷库·中国
Gogochina.cn



CASE 2



CASE 3





- **Chinese culture ?**
- **Which Industry ?**
- **How to do it ?**
- **Consider about ?**



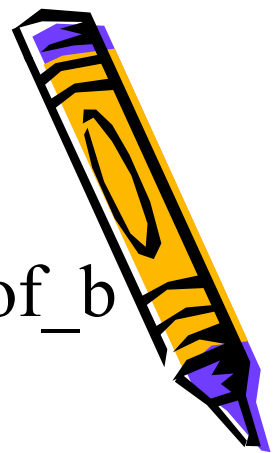
Summary

- **Culture** is the system of shared beliefs, values, customs, behaviors and artifacts.
- **The global cultural environment** involves Material culture .Language.Education.Custom.Values and Attitudes.Religion.Aesthetics



Reference

- http://westsidetoastmasters.com/resources/book_of_body_language/toc.html
(Body language)
- http://www.chinadaily.com.cn/language_tips/
- <http://english.cctv.com/program/cultureexpress/01/index.shtml>





bingo

谢谢

